

Message Text

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44

ACTION XMB-07

INFO OCT-01 ARA-16 ADP-00 AID-20 CIAE-00 COME-00 EB-11

FRB-02 INR-10 NSAE-00 RSC-01 TRSE-00 OPIC-12 CIEP-02

LAB-06 SIL-01 OMB-01 PA-03 PRS-01 USIA-15 RSR-01 /110 W

----- 020695

P R 221138Z AUG 73

FM AMCONSUL BELEM

TO SECSTATE WASHDC PRIORITY 426

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

UNCLAS BELEM 0118

FOR EXIM

E. O. 11652: N/A

TAGS: EFIN

SUBJ: SALE OF PRINTING PRESS TO EMPRESA A PROVINCIA DO PARAH

REF: EXIM OFFICER DETLERS TELCON TO PRINCIPAL OFFICER
WACKERBARTH OM AUGUST 14, 1973

IN RESPONSE TO YOUR REQUEST FOR MORE DETAILED INFORMATION ON
EMPRESA A PROVINCIA DO PARAH, THE FOLLOWING IS SUBMITTED:

1. EMPRESA A PROVINCIA DO PARAH IS THE LOCAL NEWSPAPER PUBLISHING
ARM OF THE NATIONAL DIARIOS E EMISSORAS ASSOCIADOS ORGANIZATION
WHICH IS OWNED BY THE CHATEAUBRIAND GROUP. IN ADDITION TO THE
NEWSPAPER THE NATIONAL ORGANIZATION ALSO OWNS INTERESTS IN A
RADIO STATION-RADIO MARAJOARA AND A TV STATION - TV MARAJOARA
IN BELEM. APPROXIMATELY 75 PERCENT OF THE CAPITAL IN THE
ORGANIZATIONS BELEM INTEREST IS OWNED BY THE NATIONAL GROUP.
THE REMAINDER IS LOCALLY HELD BELONGING PRINCIPALLY TO FEDERAL
SENADOR MILTON AND MANAGING DIRECTOR ROBERTO JARES MARTINS.

2. EMPRESA A PROVINCIA DO PARAH PUBLISHES A MORNING NEWSPAPER
SIX DAYS A WEEK MONDAYS EXCLUDED WHICH HAS A CIRCULATION OF
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APPROXIMATELY 15,000. THE PAPER RANKS SECOND BEHIND THE LEADING

MORNING PAPER, O LIBERAL, WHICH WAS A CIRCULATION OF APPROXIMATELY 30,000. UNTIL RECENTLY THERE WAS A THIRD MORNING PAPER, FOLHA DO NORTE, BUT IN JUNE IT WAS PURCHASED BY THE OWNER OF O LIBERAL WHO HAVE REISSUED IT AS A MIDDAY PAPER, CIRCULATION FIGURES ARE UNAVAILABLE.

3. A PROVINCIA DO PARAH IS SEEKING PURCHASE OF AN OFFSET PRINTING PRESS TO IMPROVE ITS COMPETITIVE POSITION AGAINST THE O LIBERAL PAPERS WHIDM ARE PUBLISHED ON AN OFFSET IAESS.

4. ALTHOUGH NEWSPAER OPERATIONS HAVE RUN A DEFICIT IN RECENT TIMES, THE FINANCIAL POSITION OF THE DIARIOS AND EMISSORAS ASSOCIADOS BELEM ORGANIZATION IS CONSIDERED SOUND. THE TV AND RADIO STATIONS ARE RUN AT A PROFIT. OBLIGATIONS OF ALL FACESTS OF OPERATIONS ARE MET PROMPTLY AND THE CREDIT STANDING OF THE ORGANIZATION IS CONSIDERED GOOD BY LOCAL BANKS.
WACKERBARTH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRINTING EQUIPMENT, BANK LOANS, NEWSPAPERS
Control Number: n/a
Copy: SINGLE
Draft Date: 22 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BELEM00118
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BELEM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730823/aaaaaqxb.tel
Line Count: 78
Locator: TEXT ON-LINE
Office: ACTION XMB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: EXIM OFFICER DETLERS TELCON TO PRINC, IPAL OFFICER
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 04 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04-Oct-2001 by reddocgw>; APPROVED <26 FEB 2002 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SALE OF PRINTING PRESS TO EMPRESA A PROVINCIA DO PARAH
TAGS: EFIN, BR, XMB, EMPRESA A PROVINCIA DO PARAH
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005